Appl. No. 10/694,643
Amdt. dated October 6, 2006
Preliminary Amendment

PATENT

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings of claims in the application:

1. (original)   A method for selecting advertisements for presentation to client computers on a computer network, comprising:

(a) having on a server computer a plurality of possible advertisements that may be presented to a client computer and having at least one key word associated with each advertisement;

(b) receiving from a client computer a request for delivery from a server of a document containing words;

(c) selecting from the plurality of advertisements a first selected advertisement and a second selected advertisement for which an associated key word matches a word in the requested document;

(d) comparing a value associated with the first selected advertisement and a value associated with the second selected advertisement and further selecting the advertisement with the higher value; and

(d) delivering to the client computer the further selected advertisement along with the requested document.

2. (original)   The method of claim 1 further comprising giving greater weight to matching words that are close to a beginning of the document than matching words that are farther from the beginning of the document.

3. (original)   The method of claim 1 further comprising: tracking keywords entered by a user into a search engine to find the document and then delivering still more targeted ads for that particular user based on the keywords entered by the user to find the document.

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4. (original)   The method of claim 1 further comprising: using words entered by a user in prior searches to determine the advertisement to be presented to the user when subsequently viewing other pages regardless of the content on the page.

5. (new)   The method of claim 1 wherein the value associated with the first selected advertisement and the value associated with the second selected advertisement comprise a productivity score associated with each respective selected advertisement.

6. (new)   The method of claim 1 wherein selecting comprises:

(i) identifying bid values from one or more ad content sources for keywords identified on a requested content page for display at the client computer;

(ii) determining a productivity score for the keywords on the requested content page in accordance with the bid values from the ad content sources for the keywords;

(iii) selecting an ad content source having the greatest productivity score for the identified keywords.

7. (new)   The method of claim 6, wherein selecting the advertisement with the higher value comprises constructing a decision matrix relating to the supplemental content sources and their associated productivity scores.

8. (new)   The method of claim 6, wherein selecting the advertisement with the higher value further comprises selecting an advertising type in accordance with the productivity score.

9. (new)   The method of claim 6, wherein selecting the advertisement with the higher value further comprises selecting an advertising type in accordance with the relevance score.

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10. (new)   The method of claim 6, wherein selecting the advertisement with the higher value further comprises selecting an advertising type in accordance with a cost per click value associated with the productivity score.

11. (new)   A method for selecting content for display at a client computer communicating over a computer network, the method comprising:

(a) determining a relevance score for content of a document at a server computer for delivery to a requesting client computer;

(b) determining at least one valuation for the content from each of two or more supplemental content sources;

(c) generating a productivity score for each of the supplemental content sources in accordance with the corresponding content valuation for the supplemental content source;

(d) selecting the supplemental content source having the greatest productivity score;

(e) serving the document and supplemental content from the selected supplemental content source for delivery to the requesting client computer.

12. (new)   The method of claim 11, wherein the document comprises a Web page.

13. (new)   The method of claim 12, wherein document content comprises keywords of the Web page.

14. (new)   The method of claim 12, wherein the valuation comprises keyword bid values from the supplemental content sources.

15. (new)   The method of claim 14, wherein the bid values are received from the supplemental content sources in response to a request for bids issued after a request for the Web page from the requesting client computer.

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16. (new)   The method of claim 12, wherein the supplemental content from the selected supplemental content source comprises advertising content for delivery with the Web page.

17. (new)   The method of claim 11, wherein the supplemental content sources comprise sources of Web advertising content.

18. (new)   The method of claim 11, wherein selecting the supplemental content source comprises constructing a decision matrix relating to the supplemental content sources and their associated productivity scores.

19. (new)   The method of claim 11, wherein selecting the supplemental content source further comprises selecting an advertising type in accordance with the productivity score.

20. (new)   The method of claim 11, wherein selecting the supplemental content source further comprises selecting an advertising type in accordance with the relevance score.

21. (new)   The method of claim 11, wherein selecting the supplemental content source further comprises selecting an advertising type in accordance with a cost per click value associated with the productivity score.